

# BE PART OF OUR TEAM.

Women's Best is an internationally successful start-up that sells high-quality sportswear and premium sports nutrition for women in 150 countries.

*#pushyourcareer*



**INFLUENCER MARKETING  
MANAGER**  
(M/F/X)

[www.womensbest.com](http://www.womensbest.com)



**WOMEN'S BEST™**  
ENJOY THE DIFFERENCE



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startups

We are currently recruiting to fill the following position at our LA office:

## INFLUENCER MARKETING MANAGER (M/F/X)

Full time (40h/week)

As a USA Sponsorship & Influencer Marketing Manager at Women's Best, you will be responsible for executing Women's Best vision and strategy for Influencer Marketing in the USA and managing a flawless experience between Women's Best and the USA influencers you are managing.

The goal is to increase the awareness about Women's Best products online and in retail chains (e.g. GNC, Walmart, Vitamin Shoppe, Women's Best owned stores) in the USA within our target audience, to help achieve the brand local and global targets.

This is a full-time job and you will be reporting and working closely with the Head of US Marketing.

### WHAT'S IN IT FOR YOU

- A unique success story
- Excellent promotion prospects
- Competitive salary, medical care scheme
- Performance related bonus
- An international dynamic team
- Opportunity to travel to Austria
- Flexible working hours
- Unforgettable corporate events

### JOB LOCATION

- Our LA Office will open soon, and this role is required to be in-office
- Being able to travel to Women's Best Headquarters (Innsbruck, Austria) and other offices/working spaces once opened to work collaborative with the team when requested
- Being able to travel to other work locations (e.g. photo shoots e.g. content creation venues e.g. events etc.) when requested

### YOUR TASKS:

- Managing and working closely with Women's Best influencers in the USA as their main point of contact, building a strong relationship between them and the brand as well as resolving any concerns they may have and keeping notice of their constructive input.
- Ensuring that your team of influencers are delivering their requirements.
- Budget planning and distribution for different influencer tiers, platforms & product lines focus.
- Seeking new influencers that fits WB vision and keeping an eye on raising talents.
- Influencer reach out, negotiations, contracting, onboarding, partnership management, performance tracking, and agreement renewal.
- Constantly improve the performance of the existing influencers by providing them with feedback and by replacing the non-performing/committed influencers.
- Managing agency relations.
- Executing Women's Best Influencer marketing strategy across different social media platforms and localized regions.
- Developing customized content ideas with the influencers you manage and facilitate content creation for a variety of channels by working closely with other departments.
- Keep notice of trends and influencer marketing techniques.
- Support Women's Best campaigns/launches/sales and retail channels via your team of influencers.
- Monitoring influencer payments to be done by accounting.
- Work on ideas for making influencers more connected/engaged to the brand and staying in a strong relationship with them.
- Being responsible for the influencer briefing, product shipping, content review, payment review/approval, managing and monitoring the activities of all campaigns.
- Reporting Influencers performance to the Global Marketing Director.
- When necessary, be involved in event/shooting planning and managing influencers on site.
- Assisting with other athletes/influencer related matters (e.g. influencer gifting on specific occasions).

### YOUR PROFILE:

- Fluent in English language (written and spoken)
- Excellent communication skills (written and spoken) and open-minded / friendly personality
- 2+ years experience in Influencer Marketing or social media
- Comprehensive awareness, understanding and passion to all social media platforms
- Very organized with documenting your work and have good time management
- Enthusiasm for the brand as well as for the areas of fitness, beauty and lifestyle
- Self-Motivated and able to work dynamically
- Team player with positive attitude

